October 11, 1990

TO: Paul Degener, Philip Morris USA

FROM: Steven Bellissimo, Phoenix Mktg.

RE: Bucks Launch/Special Event Considerations
Wave 1: October 17 through October 26

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1) Portland, ME

- o Concert Portland Symphony - Oct. 20 & 22
- o Harvest Festival, York - Oct. 20
- o Civic Center "Buffalo Bills Wild West Show" - Oct. 25 & 28

2) Columbia, SC

- o South Carolina State Fair - Oct. 11 to 21
- o Loris County Fair - Oct. 22 to 27

3) Tampa, FL

- o Blues In The Park - Oct. 18
- o Tampa Convention Center - Oct. 19 - 21
- o Brandon Balloon Festival FL. State Fairgrounds - Oct. 19 - 21
- o Bucks vs. Cowboys - Oct. 21
- o Floating Cinema - Oct. 25 - 27
- o Tampa Bay "Buccaneers" - NFL Mixed Schedule
- o Octoberfest - Oct. 20

4) Louisville, KY

- o US National Arabian Championship Horse Show - Oct. 13 to 20

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Source: https://www.industrydocuments.ucsf.edu/docs/nrhm0004

Bucks Launch/
Special Event Considerations
Wave 1

5) Little Rock, AR

- o Canadian Brass - Oct. 20
- o Car Show - Oct. 20 & 21

6) Shreveport, LA

- o Louisiana State Fair - Oct. 19 to 28
- o Kentucky Head Hunters - Oct. 24
- o Concert Garth Brooks - Oct. 25
- o Concert Alan Jackson - Oct. 26

7) Tulsa, OK

- o Octoberfest - Oct. 18 to 21
- o Tulsa Gun & Knife Show - Oct. 20 & 21
- o Oil Capital Open Bowling Tournament - Oct. 19 & 20

8) Dallas, TX

- o State Fair Of Texas - Sept. 28 to Oct. 21
- o Vinyard Street Fair - Oct. 19 to 21
- o Octoberfest - Oct. 20 & 21
- o Texas Wine & Art Festival - Oct. 20 & 21

9) Denver, CO

- o International Film Festival - Oct. 11 to 18
- o Denver "Broncos" - NFL Mixed Schedule
- o Denver "Nuggets" - NBA Mixed Schedule

10) Miami, FL

- o Hispanic Heritage Festival - Oct. 1 - 31
- o Octoberfest In The Grove - Oct. 26 to Nov. 4
- o Annual Banyan Festival - Oct. 20 & 21
- o Metrofair '90 - Nov. 3 & 4

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